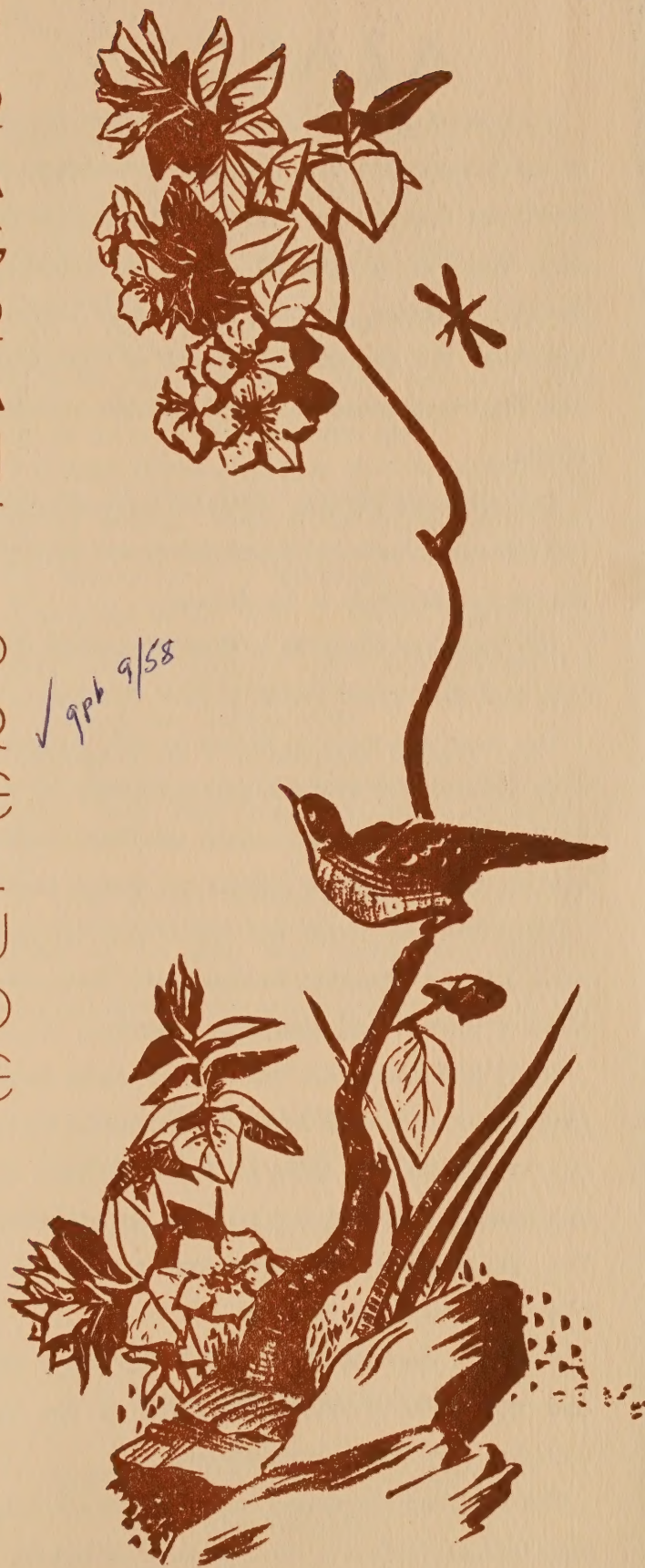


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AZALEAS

No flowers more beautifully exemplify the Spirit of the Spring than the Azaleas. In Southern California we find four evergreen varieties that thrive and offer the ultimate in charm and color: the Indicas, Kurumes, Rutherfordianas and Indica-Macranthas. All through the months of March, April and May they present an unforgettable pageant of bloom.

The gorgeous Indicas, with their large spectacular blossoms and habit of intermittent bloom throughout the year, leave little to be desired.

The Kurumes comprise a most diversified collection, and their mass bloom is most effective.

You must see them in bloom to fully appreciate their beauty, attractiveness and suitability for practically all purposes—and they are comparatively new on the scene. Their flowers are double fluted.

Last, but not least, the Indica-Macranthas, or early summer flowering Azaleas, with their oriental habit of growth and sparkling flowers.

Many and varied are the uses to which Azaleas may be put: pick them freely for decoration throughout your rooms, use them for favors or wear them as corsages. Their lasting qualities are remarkable. Too, they display charming individuality as pot plants for the house or patio.

We have specialized in Azaleas for many years and now offer a unique selection of the finest varieties and latest introductions.

The varieties mentioned herein represent only a very limited number of our extensive collection.

INDICAS

ALBERT and ELIZABETH	double
AVENIR	double
BLUSHING BRIDE	double
BRIDE, THE	semi-double
CHARLES VULYSTEKE	double
HEXE SOFFALARE	double
JEAN HEARRENS	double
MADAME PERICOTT-light	double
MADAME PERICOTT-dark	double
ORCHIDIFLORA	semi-double
PINK PEARL	double
PRIDE OF DORKING	single
SANDERS SPECIAL	double
SWEETHEART SUPREME	double
VERVAENEANA ROSEA	double

RUTHERFORDIANAS

DOROTHY GISH	semi-double
FIRELIGHT	semi-double
L. J. BOBBINK	semi-double
PURITY	semi-double
ROSE QUEEN	double

KURUMES

✓ AVALANCHE	single
✓ CRABAPPLE	double
CRIMSON GLORY	single
✓ DARK SPRING	single
FLAMINGO	single
✓ GENERAL MacARTHUR	single
✓ LAUGHING WATER	single
PORCELAIN	double
RED RUBY	single
✓ SERAPHIM	double
VANESSA	single

INDICA MACRANTHAS

FIRMAMENT, HOURI, VALO, SAKURA GARI
and Other Attractive Varieties

Flame-coral and white.
Glowing red-coral.
Delicate though rosy pink.
Purest white.
Rich, glowing red.
Large, ruffled, deep red.
Vivid glowing pink.
Soft pink.
Deeper pink.
Huge rose-orchid. Gorgeous.
Large, exquisitely soft pink.
A rich rose-pink. Large.
White hose-in-hose.
Delicate pink clusters.
Double rose-pink and white.

Deep salmon.
Currant red.
Light lavender, fragrant.
Pure white, fragrant.
Rose pink.

Large pure white flowers in racemes.
Closely resembles crabapple blossoms.
Crimson.
Large dusky violet.
Beautiful, glowing coral.
Stunning cerise-violet.
Very large snowy-white.
Soft, flesh-pink.
Ruby-red.
Two shades of candy-pink.
Very large, rich pansy-violet.

In a wide range of colors.

Azalea Culture

Azaleas require an acid soil condition, and thrive best in pure European peat. Do not add leaf-mold or soil. Dig a hole one-fourth wider than the container and two inches deeper, to insure ample room for an expanding root system, and fill with peat thoroughly moistened. They must have good drainage. In the event of heavy or adobe soil, it is recommended that you dig a hole at least twice the depth of the container, and fill with stones or coarse gravel up to the level of the peat. Do not put more than two inches of peat under the peat ball as taken from the pot. Set them on level with adjacent soil.

It is desirable to reset your Azaleas in fresh peat every two or three years; preferably just after the blooming season. Remove the broken down peat by hand or a strong nozzle spray. This can be done easily without injury to the plant.

Top-dress lightly with a special Azalea acid food, and/or cotton-seed meal, three times after the blooming season (May 20, July 15 and September 1), and work to a depth of not more than $\frac{1}{4}$ inch, so as not to disturb the surface roots.

Azaleas enjoy a semi-shady location, such as that afforded by spreading trees or the north side of a house. Keep them reasonably moist, but **avoid a boggy condition**. Do not let them dry out at any time.

A well chosen selection will give consistent bloom from January through May. During the remainder of the year they make most attractive evergreens. Azaleas are very hardy and came unscathed through the record breaking frost of 1949, without any special protection.

* * *

Come and enjoy our

AZALEA FESTIVAL

*Tens of thousands of exquisite blooms in
over 100 different shades and types.*

ACRES OF "SINGING COLOR"

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March 15th Through April

* * *

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Spring Azalea Festival

MARCH 15TH THROUGH APRIL

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